

Rep Order# 7914313 Ver# 1 Status New Traffic Order#  
 EC'd Yes  
 Printed: 10/19/2012 9:39 AM 1 of 3  
 Last Received: 10/19/2012 9:29 AM  
 Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
 Advertiser ( ) NRCC-NATL REPUB CONG  
 Product NRCC IE 2012  
 Estimate# 3420  
 Buyer TRACEY ROBINSON  
 Phone#  
 Fax#  
 Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
 815 SLATERS LANE  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 155/426/3420  
 Flight Dates 10/26/2012 - 11/06/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JAMIE ANDRUS  
 Salesperson Phone# 202-872-1155  
 Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	2	M	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	10/29-10/29	1	1	1	\$115.00	
	3	TU	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	10/30-10/30	1	1	1	\$115.00	
	4	W	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	10/31-10/31	1	1	1	\$115.00	
	5	TH	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	11/01-11/01	1	1	1	\$115.00	
	8	M	8A-9A	TODAY SHW	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	9	TU	8A-9A	TODAY SHW	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	11	TH	8A-9A	TODAY SHW	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	14	M	9A-10A	TODAY SHW2	:30	\$275.00	10/29-11/05	1	2	2	\$550.00	
	15	TU	9A-10A	TODAY SHW2	:30	\$275.00	10/30-11/06	1	2	2	\$550.00	
	16	W	9A-10A	TODAY SHW2	:30	\$275.00	10/31-10/31	1	1	1	\$275.00	
	17	TH	9A-10A	TODAY SHW2	:30	\$275.00	11/01-11/01	1	1	1	\$275.00	
	19	M	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/29-11/05	1	2	2	\$660.00	
	20	TU	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/30-11/06	1	2	2	\$660.00	

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	21	W	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/31-10/31	1	1	1	\$330.00	
	22	TH	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	11/01-11/01	1	1	1	\$330.00	
	24	M	4P-5P	KATIE COURIC	:30	\$300.00	10/29-11/05	1	2	2	\$600.00	
	25	TU	4P-5P	KATIE COURIC	:30	\$300.00	10/30-11/06	1	2	2	\$600.00	
	26	W	4P-5P	KATIE COURIC	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	27	TH	4P-5P	KATIE COURIC	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	29	SU	4P-430P	SUN 4P NEWS	:30	\$225.00	10/28-11/04	1	2	2	\$450.00	
	34	M	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	10/29-11/05	1	2	2	\$1,600.00	
	35	TU	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	10/30-11/06	2	2	4	\$3,200.00	
	36	W	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	10/31-10/31	1	1	1	\$800.00	
	37	TH	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	11/01-11/01	2	1	2	\$1,600.00	
	39	M-TH	1035P-1135P	LENO	:30	\$800.00	10/29-11/01	2	1	2	\$1,600.00	
	40	M-TH	630P-7P	NEWS	:30	\$900.00	10/29-11/01	4	1	4	\$3,600.00	
	41	M-TH	3P-4P	DR PHIL	:30	\$175.00	10/29-11/01	3	1	3	\$525.00	

Buyline Comment: 1/DAY

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	42	M-TH	1P-2P	TODAY SHOW 3	:30	\$325.00	10/29-11/01	3	1	3	\$975.00	
	43	M-TH	11A-12P	STUDIO 5	:30	\$325.00	10/29-11/01	3	1	3	\$975.00	
	44	M-TH	10A-11A	RACHEL RAY	:30	\$325.00	10/29-11/01	3	1	3	\$975.00	
	46	SU	12A-1230A	MORMON TIMES	:30	\$25.00	10/28-11/04	1	2	2	\$50.00	

---REPORT TOTALS---

Report Totals: 56 / \$24,340.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$250.00 Nov 12: 54 / \$24,090.00  
Sales Totals: 56 / \$24,340.00  
Station Totals: 56 / \$24,340.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$121,700  
CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%  
KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null  
Demos RA35+